# ORDER

CBS-58 MILWAUKEE

| | | | | |
|---|---|---|---|---|
| **Orders** | **Order / Rev:** | **163317** | | |
| | Alt Order #: | 06268231 | | |
| | Product Desc: | BALDWIN FOR SENATE | | |
| | Estimate: | | | WDJT-TV-LP |
| | Flight Dates: | 10/09/12 - 10/15/12 | Primary AE: | Matthew Norten |
| | Original Date / Rev: | 08/08/12 / 08/08/12 | Sales Office: | HDC |
| | Order Type: | GENERAL | Sales Region: | NAT |
| **Agency** | **Name:** | **Shorr Johnson Magnus** | | |
| | Buying Contact: | Mike D'Ettorre | Billing Type: | Cash |
| | Billing Contact: | | Billing Calendar: | Broadcast |
| | | 1831 Chestnut St. | Billing Cycle: | EOM/EOC |
| | | Philadelphia, PA 19103 | Agency Commission: | 15% |
| **Advertiser** | **Name:** | **Poli/T Baldwin/D/Sen/WI** | | |
| | Demographic: | A35+ | New Business Thru: | |
| | Product Codes: | PL Candidate | Order Separation: | 00:15:00 |
| | Priority: | P-2 | Advertiser External ID: | |
| | Revenue Codes: | AGY, POL, CAND | Agency External ID: | |

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|---|---|---|---|---|
| 10/01/12 | 10/15/12 | 33 | $42,550.00 | $36,167.50 |

**Totals**

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---|---|---|---|---|
| October 2012 | 33 | $42,550.00 | $36,167.50 | 0.00 |
| Totals | 33 | $42,550.00 | $36,167.50 | 0.00 |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|---|---|---|---|---|
| Matthew Norten | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total |
|---|---|---|
| WDJT-TV-LP | 21% | $42,550.00 |
| Market | 100% | $202,619.05 |

| Competitive Share | Share | Total |
|---|---|---|
| CABLE | 0% | $0.00 |
| WBME | 0% | $0.00 |
| WCGV | 0% | $0.00 |
| WISN | 38% | $76,995.24 |
| WITI | 24% | $48,628.57 |
| WMLW- | 0% | $0.00 |
| WPXE | 0% | $0.00 |
| WTMJ | 17% | $34,445.24 |
| WVTV | 0% | $0.00 |
| WYTU | 0% | $0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| E 1 | WDJT | 10/09/12 | 10/12/12 | Jeopardy 6p-630p<br>6p-630p/Jeopardy | CM | M-F 6p-630p | -TWTF-- | :30 | 4 | $500.00 | P-2 | 0.00 | NM | 4 | $2,000.00 |
| | JEOPARDY | | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| | Week: 10/08/12 | 10/14/12 | -TWTF-- | 4 | $500.00 | 0.00 | | | | | | | | | |
| E 2 | WDJT | 10/15/12 | 10/15/12 | Jeopardy 6p-630p<br>6p-630p/Jeopardy | CM | M-F 6p-630p | 1------ | :30 | 1 | $500.00 | P-2 | 0.00 | NM | 1 | $500.00 |
| | JEOPARDY | | | | | | | | | | | | | | |

Order / Rev: 163317 Advertiser: Poli/T Baldwin/D/Sen/WI

Alt Order #: 06268231 Product Desc: BALDWIN FOR SENATE WDJT-TV-LP

Flight Dates: 10/09/12 - 10/15/12 Estimate:

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| E 2 | WDJT | 10/15/12 | 10/15/12 | Jeopardy 6p-630p<br>6p-630p/Jeopardy | CM | M-F 6p-630p | 1------ | :30 | 1 | $500.00 | P-2 | 0.00 NM | 1 | $500.00 |
| | JEOPARDY | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: 10/15/12 | 10/21/12 | 1------ | 1 | $500.00 | 0.00 | | | | | | | | |
| E 3 | WDJT | 10/09/12 | 10/12/12 | Wheel of Fortune 630p-7p<br>630p-7p/Wheel | CM | M-F 630p-7p | -TWTF-- | :30 | 4 | $750.00 | P-2 | 0.00 NM | 4 | $3,000.00 |
| | WHEEL | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: 10/08/12 | 10/14/12 | -TWTF-- | 4 | $750.00 | 0.00 | | | | | | | | |
| E 4 | WDJT | 10/15/12 | 10/15/12 | Wheel of Fortune 630p-7p<br>630p-7p/Wheel | CM | M-F 630p-7p | 1------ | :30 | 1 | $750.00 | P-2 | 0.00 NM | 1 | $750.00 |
| | WHEEL | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: 10/15/12 | 10/21/12 | 1------ | 1 | $750.00 | 0.00 | | | | | | | | |
| E 5 | WDJT | 10/13/12 | 10/13/12 | Sat 6p-7p Jep/Wheel<br>Sat 6p-7p Jep/Wheel | CM | Sat 6-7p | -----2- | :30 | 2 | $200.00 | P-2 | 0.00 NM | 2 | $400.00 |
| | WHEEL/JEOP | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: 10/08/12 | 10/14/12 | -----2- | 2 | $200.00 | 0.00 | | | | | | | | |
| E 6 | WDJT | 10/15/12 | 10/15/12 | Mo 8p - 9p<br>2 Broke Girls/Mike &Molly | CM | Mo 8p - 9p | 1------ | :30 | 1 | $3,000.00 | P-2 | 0.00 NM | 1 | $3,000.00 |
| | 2.5/MIKE & MOLLY | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: 10/15/12 | 10/21/12 | 1------ | 1 | $3,000.00 | 0.00 | | | | | | | | |
| E 7 | WDJT | 10/09/12 | 10/09/12 | Tu 7p - 8p<br>NCIS | CM | Tu 7p - 8p | -1----- | :30 | 1 | $2,800.00 | P-2 | 0.00 NM | 1 | $2,800.00 |
| | NAVY NCIS | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: 10/08/12 | 10/14/12 | -1----- | 1 | $2,800.00 | 0.00 | | | | | | | | |
| E 8 | WDJT | 10/09/12 | 10/09/12 | Tu 8p - 9p<br>NCIS: Los Angeles | CM | Tu 8p - 9p | -1----- | :30 | 1 | $2,800.00 | P-2 | 0.00 NM | 1 | $2,800.00 |
| | NCIS:LA | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: 10/08/12 | 10/14/12 | -1----- | 1 | $2,800.00 | 0.00 | | | | | | | | |
| E 9 | WDJT | 10/10/12 | 10/10/12 | Wed 7p - 8p<br>Survivor: Philippines | CM | 7p - 8p | --1---- | :30 | 1 | $3,000.00 | P-2 | 0.00 NM | 1 | $3,000.00 |
| | SURVIVOR | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: 10/08/12 | 10/14/12 | --1---- | 1 | $3,000.00 | 0.00 | | | | | | | | |
| E 10 | WDJT | 10/10/12 | 10/10/12 | Wed 8p - 9p<br>Criminal Minds | CM | Wed 8p - 9p | --1---- | :30 | 1 | $2,500.00 | P-2 | 0.00 NM | 1 | $2,500.00 |
| | CRIMINAL MINDS | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: 10/08/12 | 10/14/12 | --1---- | 1 | $2,500.00 | 0.00 | | | | | | | | |
| E 11 | WDJT | 10/10/12 | 10/10/12 | Wed 9p - 10p<br>CSI: Crime Scene Investigation | CM | Wed 9p - 10p | --1---- | :30 | 1 | $2,500.00 | P-2 | 0.00 NM | 1 | $2,500.00 |
| | CSI | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: 10/08/12 | 10/14/12 | --1---- | 1 | $2,500.00 | 0.00 | | | | | | | | |
| E 12 | WDJT | 10/11/12 | 10/11/12 | Th 7p - 8p<br>Big Bang/Two and Half Men | CM | Th 7p - 8p | ---1--- | :30 | 1 | $3,000.00 | P-2 | 0.00 NM | 1 | $3,000.00 |
| | BANG/RULES | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: 10/08/12 | 10/14/12 | ---1--- | 1 | $3,000.00 | 0.00 | | | | | | | | |
| E 13 | WDJT | 10/11/12 | 10/11/12 | Th 8p - 9p<br>Person of Interest | CM | Th 8p - 9p | ---1--- | :30 | 1 | $3,000.00 | P-2 | 0.00 NM | 1 | $3,000.00 |
| | PERSON OF INTEREST | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: 10/08/12 | 10/14/12 | ---1--- | 1 | $3,000.00 | 0.00 | | | | | | | | |
| E 14 | WDJT | 10/12/12 | 10/12/12 | | CM | Fri 7p - 8p | ----1-- | :30 | 1 | $1,200.00 | P-2 | 0.00 NM | 1 | $1,200.00 |

Order / Rev: 163317 Advertiser: Poli/T Baldwin/D/Sen/WI

Alt Order #: 06268231 Product Desc: BALDWIN FOR SENATE WDJT-TV-LP

Flight Dates: 10/09/12 - 10/15/12 Estimate:

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | Fr 7p - 8p<br>CSI: New York | | | | | | | | | | |
| | CSI:NY | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: 10/08/12 | 10/14/12 | ----1-- | 1 | $1,200.00 | 0.00 | | | | | | | | |
| E 15 | WDJT | 10/14/12 | 10/14/12 | Su 6p - 7p<br>60 Minutes | CM | 6p - 7p | ------1 | :30 | 1 | $3,000.00 | P-2 | 0.00 NM | 1 | $3,000.00 |
| | 60 MIN | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: 10/08/12 | 10/14/12 | ------1 | 1 | $3,000.00 | 0.00 | | | | | | | | |
| E 16 | WDJT | 10/14/12 | 10/14/12 | Su 7p - 8p<br>The Amazing Race | CM | 7p - 8p | ------1 | :30 | 1 | $2,600.00 | P-2 | 0.00 NM | 1 | $2,600.00 |
| | AMAZING RACE | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: 10/08/12 | 10/14/12 | ------1 | 1 | $2,600.00 | 0.00 | | | | | | | | |
| E 17 | WDJT | 10/14/12 | 10/14/12 | Su 9p - 10p<br>Mentalist | CM | 9p-10p | ------1 | :30 | 1 | $2,500.00 | P-2 | 0.00 NM | 1 | $2,500.00 |
| | MENTALIST | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: 10/08/12 | 10/14/12 | ------1 | 1 | $2,500.00 | 0.00 | | | | | | | | |
| E 18 | WDJT | 10/09/12 | 10/14/12 | M - SU Late News<br>M-Su 10p-1035p | CM | 10p - 1035p | -TWT--S | :30 | 4 | $750.00 | P-2 | 0.00 NM | 4 | $3,000.00 |
| | LATE NEWS | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: 10/08/12 | 10/14/12 | -TWT--S | 4 | $750.00 | 0.00 | | | | | | | | |
| E 19 | WDJT | 10/09/12 | 10/12/12 | Letterman 1035p-1135p<br>Letterman 1035p-1135p | CM | 1035p-1135p | -TWTF-- | :30 | 4 | $200.00 | P-2 | 0.00 NM | 4 | $800.00 |
| | LETTERMAN | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: 10/08/12 | 10/14/12 | -TWTF-- | 4 | $200.00 | 0.00 | | | | | | | | |
| E 20 | WDJT | 10/15/12 | 10/15/12 | Letterman 1035p-1135p<br>Letterman 1035p-1135p | CM | 1035p-1135p | 1------ | :30 | 1 | $200.00 | P-2 | 0.00 NM | 1 | $200.00 |
| | LETTERMAN | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: 10/15/12 | 10/21/12 | 1------ | 1 | $200.00 | 0.00 | | | | | | | | |
| | | | | | | | | | | | | Totals | 33 | $42,550.00 |